

THIS WEEK IN TEXAS HISTORY

April 2013 – Week 4

Air Date: April 21 – April 27 (Sunday – Saturday)



TITLE: A FLOURMAN RISES

APRIL 1938 AND PASS THE BISCUITS PAPPY!

THIS WEEK IN TEXAS HISTORY, BROUGHT TO YOU BY THIS STATION AND THE SAVE TEXAS HISTORY PROGRAM OF THE GENERAL LAND OFFICE.

APRIL 26, 1938. FORT WORTH. BORN IN OHIO, WILBERT LEE O'DANIEL IS A FLOUR SALESMAN. SINCE 1928, HE'S BEEN SELLING FLOUR WITH A RADIO SHOW, MIXING HILLBILLY MUSIC WITH HIS OWN BRAND OF POPULISM.

WHEN "PAPPY" ASKS HIS FANS IF HE SHOULD RUN FOR GOVERNOR, THE RESPONSE IS OVERWHELMING.

WITH THE TEN COMMANDMENTS AS HIS PLATFORM, AND A CAMPAIGN SLOGAN OF "LESS JOHNSON GRASS AND POLITICIANS, MORE SMOKESTACKS AND BUSINESSMEN" O'DANIEL TAKES TEXAS BY STORM.

HE'S CONSIDERED A JOKE BY SOME, BUT HIS RALLIES ARE HUGE.

AFTER A COLORFUL CAMPAIGN, HE WINS EASILY. IN 1941 PAPPY RESIGNS TO RUN FOR SENATE, BEATING A YOUNG MAN NAMED LYNDON BAINES JOHNSON.

PAPPY O'DANIEL RAN FOR GOVERNOR 75 YEARS AGO, THIS WEEK IN TEXAS HISTORY.

LEARN MORE AT SAVETEXASHISTORY.ORG OR CALL 800-998-4GLO.

George N. Green, "O'DANIEL, WILBERT LEE [PAPPY]," *Handbook of Texas Online* (<http://www.tshaonline.org/handbook/online/articles/fod11>), accessed April 11, 2013. Published by the Texas State Historical Association.

Charles R. Townsend, "W. LEE O'DANIEL AND HIS HILLBILLY BOYS," *Handbook of Texas Online* (<http://www.tshaonline.org/handbook/online/articles/xgw01>), accessed April 11, 2013. Published by the Texas State Historical Association.

"Pat O'Daniel and his Hillbilly Boys," *Internet Archive* (http://archive.org/details/Pat_ODaniel_andthe_Hillbilly_Boys), accessed April 11, 2013.